

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
314608-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Republican Party of FL - Pe	RPOF3pACK(pETERSON,t	590

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Flight Dates	Order #	Alt Order #
10/13/12 - 10/16/12	314608	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/13/12	10/16/12	M-F 12n-1p	12-1p	11-----	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 11----- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 12:09 PM M-F 12n-1p 12-1p :30 SD25TV02 \$500.00 NM 2 WPTV Tu 10/16/12 12:16 PM M-F 12n-1p 12-1p :30 SD25TV02 \$500.00 NM									
2	10/13/12	10/16/12	3-4pm Jeff Probst	3-4p	11-----	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 11----- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 3:11 PM 3-4pm Jeff Probst 3-4p :30 SD25TV01 \$500.00 NM 2 WPTV Tu 10/16/12 3:51 PM 3-4pm Jeff Probst 3-4p :30 SD25TV01 \$500.00 NM									
3	10/13/12	10/16/12	M-F 4p-5p	4-5p	11-----	:30	2	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 11----- 2 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 4:17 PM M-F 4p-5p 4-5p :30 SD25TV02 \$725.00 NM 2 WPTV Tu 10/16/12 4:29 PM M-F 4p-5p 4-5p :30 SD25TV02 \$725.00 NM									
4	10/13/12	10/16/12	M-F 5-530p	5-530p	1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 5:27 PM M-F 5-530p 5-530p :30 SD25TV02 \$1,600.00 NM									
5	10/13/12	10/16/12	M-F 530-6p	530-6p	1-----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 1----- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 5:45 PM M-F 530-6p 530-6p :30 SD25TV01 \$1,600.00 NM									



Send Payment To:

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**Atlanta, GA 30368-6871**

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314608-1	10/21/12	October 2012	10/01/12 - 10/16/12
Advertiser	Product	Estimate Number	
Republican Party of FL - Pe	RPOF3pACK(pETERSON,	590	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/13/12	10/16/12	M-F 630-7p	630-7p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 7:00 PM M-F 630-7p 630-7p :30 SD25TV02 \$3,000.00 NM									
7	10/13/12	10/16/12	M-F 7-730p	7-730p	1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 7:28 PM M-F 7-730p 7-730p :30 SD25TV02 \$950.00 NM									
8	10/13/12	10/16/12	M-F 730-8p	730-8p	1-----	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 1----- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 7:56 PM M-F 730-8p 730-8p :30 SD25TV02 \$950.00 NM									
9	10/13/12	10/16/12	Notre Dame	12p-11p	-----S-	:30	3	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 -----S- 3 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Sa 10/13/12 3:32 PM Notre Dame 12p-11p :30 SD25TV02 \$450.00 NM 2 WPTV Sa 10/13/12 5:15 PM Notre Dame 12p-11p :30 SD25TV01 \$450.00 NM 1 WPTV Sa 10/13/12 6:05 PM Notre Dame 12p-11p :30 SD25TV02 \$450.00 NM									
10	10/13/12	10/16/12	I&o:svu	10-11p	-----S-	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 -----S- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/13/12 10:07 PM I&o:svu 10-11p :30 SD25TV02 \$350.00 NM 2 WPTV Sa 10/13/12 10:59 PM I&o:svu 10-11p :30 SD25TV01 \$350.00 NM									
11	10/13/12	10/16/12	Sa 11-1130p	11-1130p	-----S-	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/13/12 10/19/12 -----S- 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Sa 10/13/12 11:26 PM Sa 11-1130p 11-1130p :30 SD25TV02 \$1,400.00 NM									

**Total Spots** 17 **Gross Total** \$15,000.00

## Payment Terms 30 Days

**Agency Commission** \$2,250.00

**Net Amount Due** \$12,750.00